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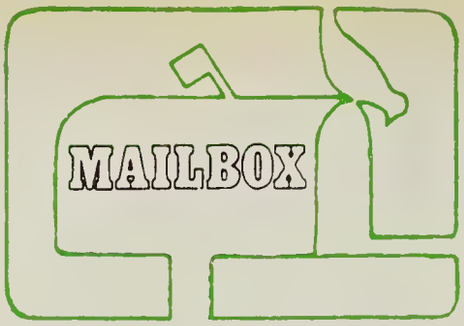

"Thank You" For Dogwood Cover

Thank you and Bob and Dee Maronpot for the cover picture on the April, 1985, issue of *Carolina Country*. The dogwood blossoms looked so real and very appropriate during this season when we see the beauty of God's handiwork along our North Carolina highways.

Judy Shepherd
Rt. 1, Purlear

Cover: "Out Of This World"

I received my first copy of *Carolina Country* today (April, 1985). Your cover, with the dogwoods, was just out of this world.

I just came back from North Carolina—my home state—this week. Your magazine will help me keep in touch with the state I love. I find your magazine most interesting. Thanks and keep up the good work.

Marie Allison Cass
Daytona Beach, Fla.

"Enjoyed" April Issue Cover

I'm writing to tell you how much I enjoyed the cover of your April issue. The dogwood flower is my favorite. How may I get a copy suitable for framing?

Rebecca D. Hiatt
Rt. 1, Mt. Airy

You're one of many readers who've expressed an interest in a print of that image. We are not offering a reprint of it, but photographic prints are available from the photographers. The original photo, which featured the dogwood blossoms against a dark background, is available in an 8" by 10" print for $18. with a mat, it's $22. Write to Mrs. Dee Maronpot, 1612 Medfield Road, Raleigh, N.C. 27607.

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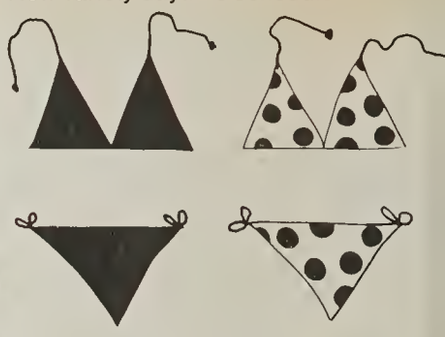
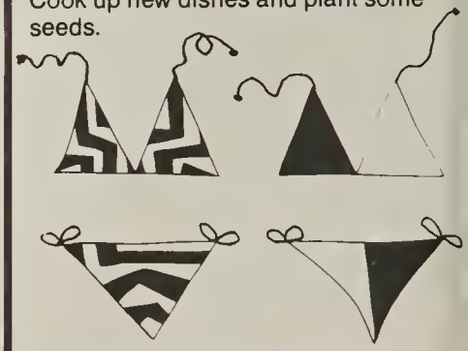


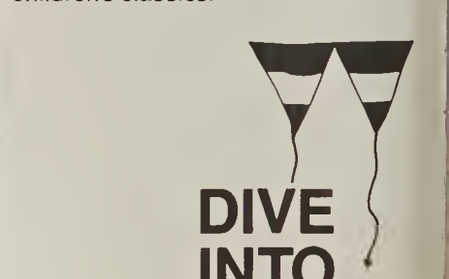
Cook up new dishes and plant some seeds.



Express yourself through arts and crafts.

Visit old friends from Masterpiece Theatre.

Entertain the youngsters with children's classics.



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VIEWPOINT

Freedom: A Demanding Burden

This editorial was written by Gene ifford, manager of cooperative edu- ion for the National Rural Electric operative Association.

"Democracy is a terrible rden."

That was the conclusion of this enchman, Alex de Tocqueville, er he spent nine months back the 1830s touring the United ites, north to south and cross- se. He was fascinated by this start nation where it was be- ved the people know enough to n things.

His experiences here persuaded n that, like democracy, some- ng else is a "terrible burden." d that is freedom. He decided t both are remarkably demand- , requiring "our continuing care l our most strenuous effort."

We can add one more thing t de Tocqueville didn't come oss during his visit here—the operative.

All the freedom and democracy saw wrapped up in the political anization of this country is just arefully built into the people's iness, the cooperative. And e, too, is that same need for tinuing care.

In fact, it's that way in every ation where people have the right to have something to say. In these circumstances, they need to be prudent and thoughtful, of course—but, most of all, when they have the right to say something , they must be certain to say it.

"Silence is not golden in a democracy—it is simply a sign of apathy, of not caring. And that creates a dangerous opening so that those who do have a bone to pick can move right up to the front to fill the void"

Contributing their thinking and opinions and votes becomes more than a right; it becomes an obligation. Silence is not golden in a democracy—it is simply a sign of apathy, of not caring. And that creates a dangerous opening so that those who do have a bone to pick can move right up to the front to fill the void. And they will.

We can look back on times when people found it inconvenient to focus in on their problems, to think hard about them and to speak their thoughts. It was simpler, easier, to sit back and let others do that for them.

In one such case, a man turned up who was perfectly willing to do that thinking and to exercise that control. He was Adolf Hitler, and he set most of the world on fire before the people could get it back. In another case, it was Mussolini and in another, Stalin. History is dotted with such names.

They provided hard lessons for people. They emphasized that de Tocqueville was correct, that the right to have something to say demands "our continuing care and our most strenuous effort."

Of course, democracy is a "terrible burden." It takes some careful tending to keep the United States "of the people," and it requires special care and concern to keep the cooperative the people's business.

Our French friend had something else to say about such burdens, too:

"Only when we consider the alternative does it become not only bearable but essential, like the air we breathe."

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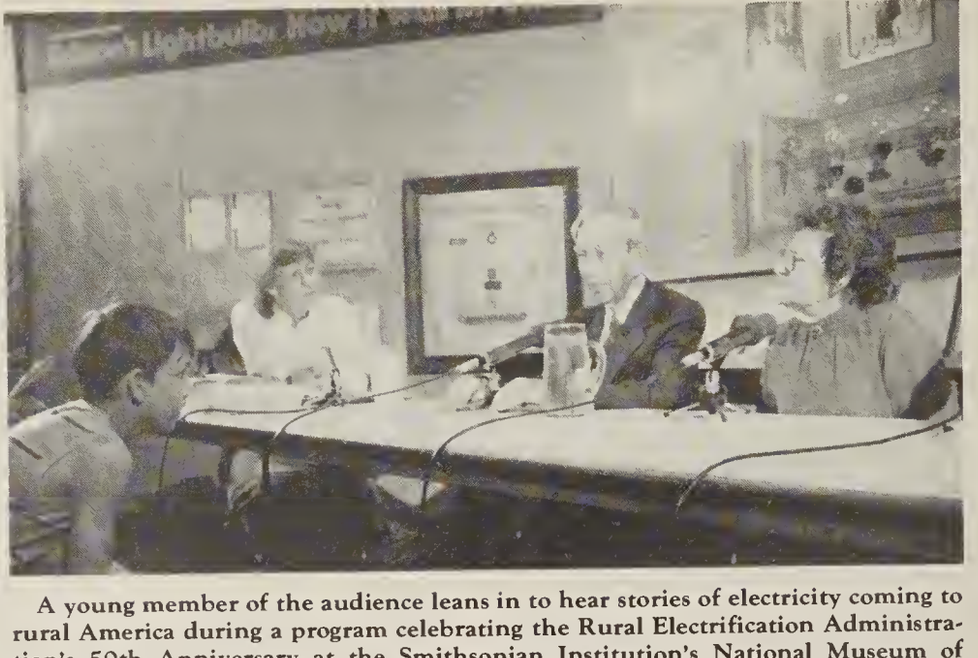

A young member of the audience leans in to hear stories of electricity coming to rural America during a program celebrating the Rural Electrification Administration's 50th Anniversary at the Smithsonian Institution's National Museum of American History in Washington, May 11. The "live" oral history interview was conducted by Lu Ann Jones, left, who coordinated a statewide oral history project on this subject in North Carolina. Participants included Gwyn Price of Warrensville, center, who helped organize many Tar Heel electric co-ops and Mrs. Annie Lowry of Elizabeth City, who helped organize Albemarle Electric Membership Corporation, Hertford. Another Albemarle EMC organizer, who participated but is not shown, was Mrs. W. D. Elliott of Tyner.

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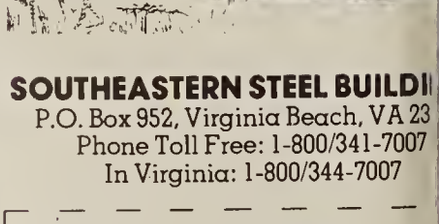

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Community To Honor Hero of the Alamo

The Sampson County community of Autryville will pay dual tributes this summer to its native son Micajah Autry, a hero of the Alamo, with an outdoor drama and a "Micajah Autry Day" celebration.

Autry, a school teacher and lawyer, was one of Davy Crockett's soldiers who died at the Alamo.

A play, "Micajah," which traces his exploits, will be presented in Autryville's Vinson Memorial Theater June 28-29 and July 5-6 at 8:30 p.m.

In addition, the community will celebrate "Micajah Autry Day" with a parade and other activities on June 29.

For more information, write or call Mrs. Margaret V. Jaynes, Box 6, Autryville, N.C. 28318. Phone: (919) 525-4930.

FCX Founder Inducted Into Hall of Fame

The late Manly G. Mann, first general manager of FCX, Inc., was one of nine past and present leaders of American cooperative businesses to be inducted into the Cooperative League of the USA's Cooperative Hall of Fame.

The inductees were honored "for contributions to cooperative business that have been genuinely heroic."

Mann, who is regarded as the "father" of FCX, served as manager of the N.C. Cotton Growers Cooperative Association and was one of the founders of FCX in 1934.

The Embers To Appear At Summer Festival

The beach music group, The Embers, will perform at a free street dance as part of the annual Summer Festival in Washington, N.C., July 26-28.

The street dance is set for 7:30 p.m. July 28 along Stewart Parkway, a waterfront area in downtown Washington.

Other events during the festival will include a sidewalk sale downtown and at Washington Square Mall, a five-kilometer run and a Tot Fun Run for children, fine arts and crafts shows, continuous performances along the waterfront July 28 and 29, a boat parade and sailboat races.

For more information, write or call the Greater Washington Chamber of Commerce, P.O. Box 665, Washington, N.C. 27889. Phone: (919) 946-9168.

NCSU School Cites Aycock As Distinguished Alumnus

M. Edmund Aycock of Raleigh, executive vice president of the North Carolina Agribusiness Council, has been presented with the 1985 Distinguished Alumnus Award from the N.C. State University School of Agriculture and Life Sciences.

Aycock, who is also chairman of the Wake County Board of Commissioners, is a 1936 graduate of NCSU with a degree in agriculture.

He was cited as "superior organizer, planner, mediator and motivator," by J. E. Legates, the school's dean. He said Aycock's influence on agriculture and the state's citizens is being felt through the organizations "in which he has been the creative and guiding spirit."

Aycock began his career as an agent for the N.C. Agricultural Extension Service, serving over a 10-year period in Vance, Johnston and Lenoir counties. He then managed the farming operation of Z. V. Pate Inc., Laurinburg, for 11 years before joining Wachovia Bank and Trust Co. as a vice president. He retired from the bank post in 1978.

Aycock was awarded NCSU's highest non-academic honor, the Watauga Medal, in 1984.

Robbinsville Slates Heritage Festival

A play dramatizing mountain heritage, a bluegrass music program, a country music talent show, a square dance and cake walk, a gospel sing and arts and crafts will be among the varied events scheduled as part of the Great Smoky Mountains Heritage Festival in Robbinsville, July 1-4.

Home Folks

Jean P. Creech , a guidance counselor at J. H. Rose High School in Greenville, has been named National Secondary Counselor of the Year by the American Association of Counseling and Development ..... Two North Carolina teachers—**Cynthia Zeger**, a math teacher at Salisbury High School and **Ernest Morgan**, a Morganton physical science teacher—have been named to represent North Carolina in the national competition to select the first American teacher for a shuttle flight into space ..... **Dr. Eric Schopler**, professor of psychology at UNC-CH and **Dr. M. Necati Ozisik**, a professor of mechanical and aerospace engineering at NCSU, have been named the 1985 recipients of the O. Max Gardner Award, an award presented annually to faculty members from the 16-campus UNC system for contributions to the welfare of the human race ..... **Barbara Deverick**, administrative manager at Blue Ridge Electric Membership Corporation, Lenoir, is one of 112 individuals who have been appointed to the National Coal Council by U.S. Secretary of Energy John S. Herrington. The council is to provide expertise on coal related issues affecting government and industry ..... **Dorothy C. Noe**, president of Dorothy's Ruffled Originals, Inc., Wilmington, has been named North Carolina's Small Business Person of the Year by the U.S. Small Business Administration.

Noted singing duo the Osborne Brothers will be among the performers at the bluegrass music show, which is set for 2:30 p.m. July 2, with a second show slated for 7:30 p.m.

Also planned are a demonstration of homesteading methods, a display of mountain artifacts and an exhibit of traditional and contemporary Indian arts and crafts.

For more information, write or call H. L. Crawford, Chamber of Commerce, P.O. Box 1206, Robbinsville, N.C. 28771. Phone: (704) 479-3790.

Four EMCs Elect 13 Directors

A total of 12 incumbents and one newcomer have been elected to the Boards of Directors of four North Carolina Electric Membership Corporations during recent co-op annual meetings:

- Harkers Island EMC — The newcomer who was elected to this board for the first time is Richard A. Lewis, who succeeds Everette S. Cox. Incumbents re-elected were Oliver Griffin and Leland W. Yeomans.
- French Broad EMC, Marshall — Re-elected were Noville Hawkins of Rt. 1, Mars Hill; Warren Buchanan of Bakersville and Carl Ramsey of Rt. 1, Flag Pond, Tenn.
- Halifax EMC, Enfield — Re-elected were Plummer Hardy Jr. of Rt. 3, Enfield; Helen A. Fleming of Rt. 2, Scotland Neck; Morrell Jones of Rt. 1, Enfield and G. W. King of Rt. 1, Warrenton.
- Piedmont EMC, Hillsborough— Re-elected were J. Douglas Simmons of Rt. 2, Elon College, Alva H. Clayton of Rt. 1, Timberlake and Richard C. Roberts of Rt. 1, Hillsborough.

Horn In The West Opens June 21

The outdoor drama, "Horn in the West," which follows Daniel Boone and the Mountain Men in their struggles against the British during the American Revolution Militia, will open its 1985 season June 21.

The show will be presented nightly Tuesday through Sunday at 8:30 p.m.

For more information and reservations, write or call Horn in the West, P.O. Box 295, Boone, N.C. 28607. Phone: (704) 264-2120.

Co-op Council Elects Officers

Jacob Grigg, president of Mountain Farm Credit Service in Asheville, has been elected president of the North Carolina Cooperative Council.

Other officers elected to serve the statewide organization of cooperative enterprises were: Bob Holden, Randolph Telephone Membership Corporation, Asheboro, first vice president and Vance Yokeley, Coble Dairy, Lexington, second vice president.

New board members elected were Bobby Nichols of Hillsborough and John Reynolds, both representing Dairymen, Inc., Greensboro; Tom Emerson, North Central PCA, Graham and Russell Weathers, FCX, Raleigh.

Crafts "Expo" Set In Morehead City

"Expo 85," a crafts fair featuring about 75 craftsmen from Eastern North Carolina, is scheduled for July 6-7 at the Crystal Coast Civic Center in Morehead City.

For more information, write or call Mrs. Chase C. Padgett, 604 College St., Room 8, Jacksonville, N.C. 28540. Phone: (919) 455-5873.

Cover: Photo By Hiram Hilliard

This striking photo of ripening peaches in the North Carolina sunshine was shot by Hiram Hilliard of Durham.

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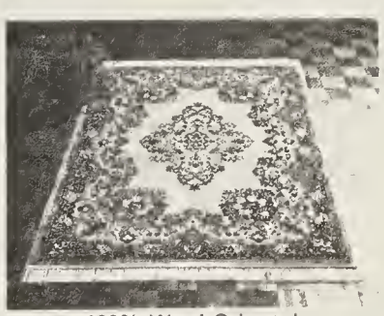

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WASHINGTON SCENE

Budget Compromise Allows REA Financing Program To Avoid Planned Phase-Out

The nation's rural electrification financing program seems to have escaped the White House ax at least for the present, according to Congressional sources.

Through a compromise that cut Rural Electrification Administration loan limits by $550 million, the program will be allowed to continue operating as part of the U. S. Department of Agriculture.

When recent budget maneuverings began in Washington, REA had been marked for a phase-out during the next eight years—despite its 50 successful years of bringing electricity to thousands of rural homes and farms.

The compromise kept REA from becoming a major factor in the Congressional budget debate.

However, observers say this doesn't mean that REA will not be targeted for elimination in the future. In fact chances are good that the Reagan administration hasn't dropped its effort to put the agency out of business.

Even the officials the president appointed to administer the agency have been frank about their plans to preside over the agency's demise.

"We think the government involvement in REA should be phased out completely," said one REA official who was appointed by Reagan," and the cooperatives should take care of their needs through their own lending organizations."

However, veteran staff members on Capitol Hill say that may not be an easy task for the administration

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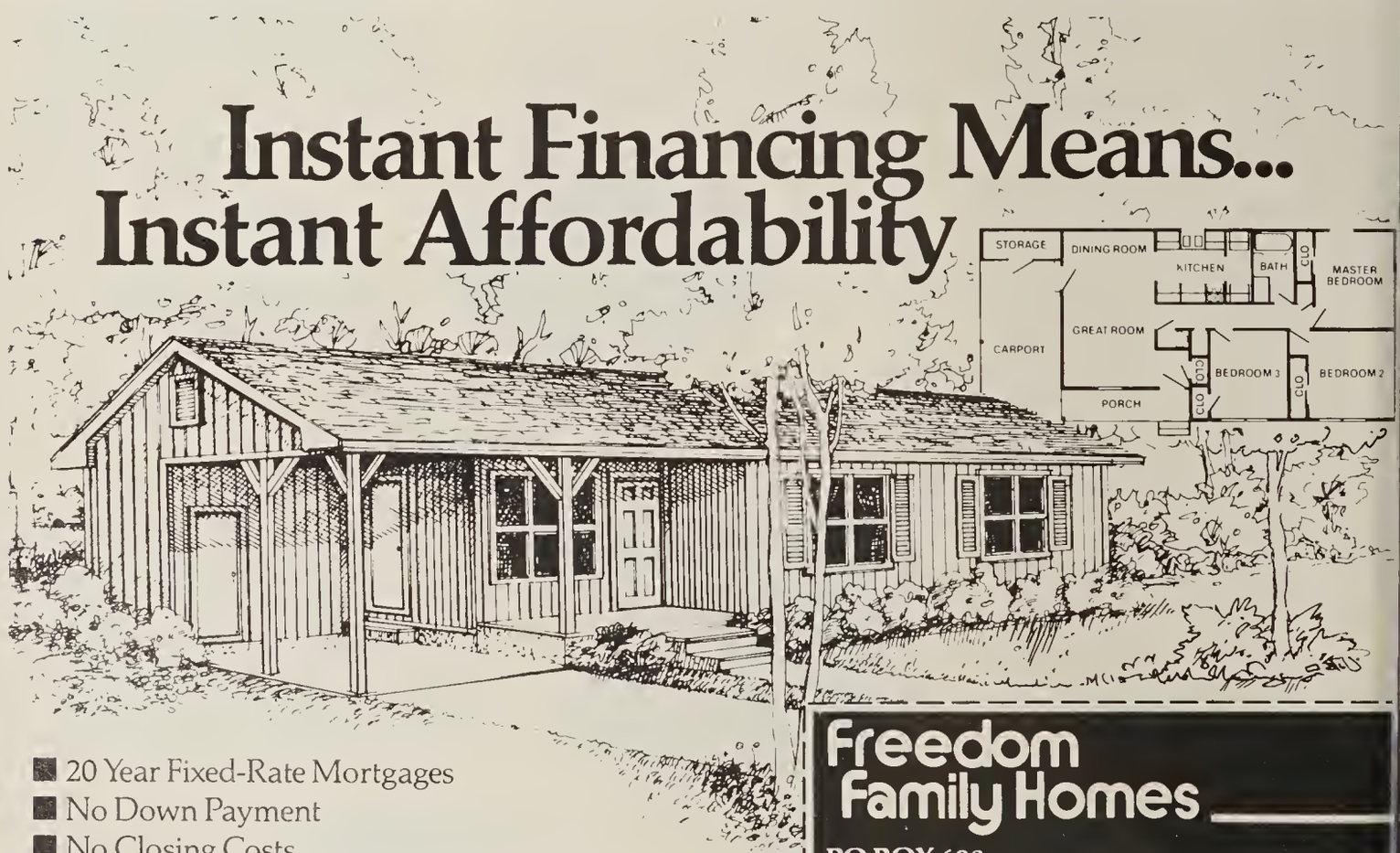

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EA has strong support among conervative members who ordinarily ıpport Reagan's intent to "get govnment out of business."

Specifically, they point to such ıembers as Sen. James McClure (R-laho) or Rep. Newt Gingrich (R-a), who have been strong supporters f REA.

olitical Observers Eye otential Reagan Successors

Political observers around Vashington have been paying close tention in recent weeks to the acons of three likely GOP candidates succeed Ronald Reagan: Vice Present George Bush, Senate majority ader Robert Dole and New York ep. Jack Kemp.

Dole, who spearheaded the drive get the budget compromise worked it by Senate GOP leaders and the White House, passed a major leadership test in that process, winning a 50-40 victory. He held his troops in line (only four defected) and allowed Bush to break a tie vote.

Bush may have lost points, though, for he had to stand alone in casting his tie-breaker vote in support of a cut in Social Security.

It may be early to think seriously about an election that's three and a half years away, but some people around Washington are already wearing "Bush for President" buttons.

Washington Consensus: U.S. Can't Tolerate Budget Deficit

The biggest issue in the capital this summer has been the budget, because everybody has finally agreed that the country simply can't tolerate the amount of red ink that's been flowing for the past four years.

Who's to blame for this state of affairs? The answer depends on who's doing the talking.

President Reagan blames Congress and most members of Congress blame White House policies.

Practically all economists agree that the combination of the huge increase in defense spending plus the tax cuts Reagan proposed and Congress adopted caused the deficits to swell by $800 billion during the first four Reagan years.

Now, the administration wants to reduce the red ink by cutting social programs, including a one-year freeze in the cost-of-living adjustment to Social Security payments, eliminating subsidies for Amtrak and mass transit and ending revenue sharing to local governments and t e Appalachian Regional Commissi n. It also wants to cut Medicare, Medicaid and programs which were created to help the needy.

There has been a different reaction in Congress, however, than there had been during the Reagan first term, when he got about everything he asked for in defense increases.

Almost surely, members of Congress were watching national opinion polls and this had a major effect on defense spending.

Four years ago, according to the *New York Times*-CBS poll, 61 percent surveyed said we needed to spend more on defense; this year, only 16 percent had a similar opinion.

With one-third of the Senate and all members of the house facing elections next year, the climate in Congress has changed.

Then too, horror stories about defense spending, such as $468 hammers and $700 toilet seats caused questions to be raised as to how the Pentagon was spending all the money that was being sent across the Potomac River.

Concerned members of Congress know that the president has sworn to veto any tax increase but they also read that many of the country's largest companies—including those who are collecting billions from the Pentagon—are paying no federal income taxes.

And since there are only two ways to cut the deficit, either by spending less or raising revenues, they are saying if one can't be done then why not try the other.

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COUNTRY KITCHEN

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We pay $5 for published recipes and present each monthly winner a set of 50 recipe cards with the winning recipe printed on them.

Ruby Red Salad

Submitted by Mildred Jackson of Atlanta, Ga.

1 can beets—sliced
1 can pineapple chunks (15½ oz.)
Juice of pineapple and beets (1¼ cups)
A little salt
¼ cup lemon juice
Red gelatin (cherry, raspberry or strawberry) 2 boxes
½ cup nuts

Mix gelatin with heated pineapple juice and beet juice—add other ingredients and let set until congealed.

Contrary To Rumors

Empty Cigarette Packs: They're Not Redeemable

Hundreds of Americans across the country are undoubtedly piling up mountains of empty cigarette packs in garages and basements.

They're saving them for some little boy or girl who needs time on a kidney dialysis machine, or for someone's in-law who knows of a tobacco company that will redeem the packs for other medical equipment.

These collections have been going on for years.

The unfortunate fact about these charitable acts is that there is no basis for the often heard rumors.

R. J. Reynolds Tobacco Co. recorded 77 such inquiries from residents in 28 states in 10 months one year.

"No one knows how these rumors get started," said Miriam Adams, manager of consumer correspondence at Reynolds Tobacco.

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MISSING

Jonelle Matthews

DATE MISSING: 12/20/84
FROM: Greely, CO
DOB: 2/9/72
WHITE FEMALE
EYES: Brown
HEIGHT: 5'3"
WEIGHT: 115
HAIR: Brown

Tammy L. Belanger

DATE MISSING: 11/13/84
FROM: Exeter, NH
DOB: 2/24/76
WHITE FEMALE
EYES: Brown
HEIGHT: 4'6"
WEIGHT: 65-70
HAIR: Brown/long

If you can identify these children call The National Center for Missing and Exploited Children:
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This message is brought to you by the National Child Watch Campaign™ a cooperative effort between the National Child Safety Council, The National Center for Missing and Exploited Children and the American Gas Association.

National Child Safety Council is a non-profit organization supported solely by private contributions. The Council assists law enforcement agencies in the effort to combat the national tragedy of missing children in every state in the continental United States. If you would like to assist their efforts to help locate other missing children, please send your tax-deductible contribution to: MISSING CHILDREN SEARCH, National Child Safety Council™, P.O. Box 1368, Jackson, Michigan 49204.

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EMC ANNUAL MEETINGS CALENDAR

Date	Electric Membership Corporation	Time	Location
June			
8	Blue Ridge, Lenoir	Registration: 8:00 a.m. Business Meeting: 10:00 a.m.	Ashe Central High, West Jefferson
July			
19	Randolph, Asheboro	Registration: 6:30 p.m. Business Meeting: 8:00 p.m.	Lee J. Stone Stadium, Asheboro High School
Aug.			
16	Pee Dee, Wadesboro	Registration: 7:00 p.m. Business Meeting: 8:00 p.m.	Anson High School Football Stadium, Wadesboro
24	Haywood, Waynesville	Registration: 8:30 a.m. Business Meeting: 10:30 a.m.	Tuscola High School Near Waynesville
24	Roanoke, Rich Square	Registration: 10:00 a.m. Business Meeting: 1:00 p.m.	Roanoke EMC Headquarters-Arena

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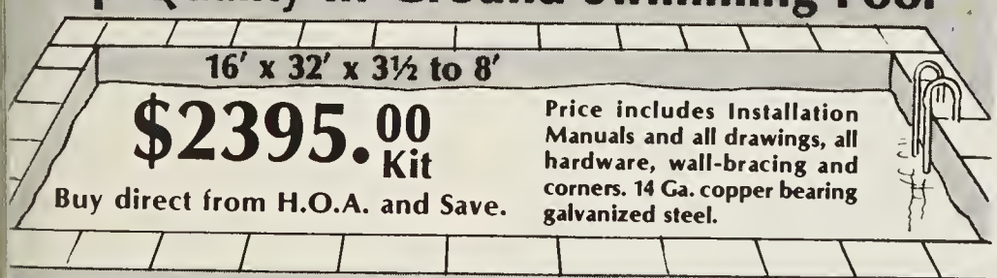

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Part II

This special salute to rural electrification's first 50 years traces the beginnings of that program in North Carolina, as recounted by two history scholars who have researched the subject.

The primary story was written by Dr. D. Clayton Brown, professor of history at Texas Christian University in Ft. Worth.

It was excerpted from an article Dr. Brown wrote for *The North Carolina Historical Review*, a publication of the N. C. Department of Cultural Resources. It is reprinted with the permission of the N.C. Division of Archives and History from the April, 1982, edition of the *Review*.

Additional material included in the section—appearing as boxed sidebars—is from a 1944 master's degree thesis written by Joseph Deutsch, a sociology graduate student at UNC-CH.

State Officials Move To Extend Power Lines Into Rural North Carolina

When the Rural Electrification Administration (REA) went into operation in 1935, about 11 percent of America's farms had electricity, but in North Carolina the figure was only 3.2 percent.

By 1963 approximately 98 percent of the state's farms had service, a figure slightly higher than the national average. Credit for this accomplishment must go to the REA, which proved to be one of the most successful New Deal agencies.

For nearly a generation, however, agricultural leaders in North Carolina had urged power companies to expand service and they also tried to organize electric cooperatives to provide service for residents of rural areas.

In 1933 the state government took steps to start a full-scale construction program—the first in the U. S.—and asked Franklin D. Roosevelt's administration for assistance. Establishment of the national REA a short time later pre-empted state programs, but North Carolina's long-term activities played a part in Roosevelt's decision to create a federal agency.

Attempts to serve farms and rural homes in North Carolina began as far back as March 7, 1917, when the General Assembly enacted legislation instructing the State Highway Commission to assist communities to get electric lights and running water. Distribution lines were expected to follow roads and the Highway Commission was regarded as the proper agency for the job.

But the commission, created only two years earlier, faced the urgent task of building roads and bridges. And American entry into World War 1, which disrupted activities—especially those regarded as social reform—kept the commission from acting on rural electrification.

The funds (a $5,000 appropriatio went unused until 1919, when Dr. H C. Branson, chairman of the depar ment of rural social economics at th University of North Carolina, di covered their availability and aske State Highway Commissioner Fran Page if he could "spend through ou departments .... the $5,000 you hav in mind to assist rural communitie in using small nearby water powers t equip farm homes with lights, runnin water and sewage disposal systems."

Branson drew up plans to use th money for a publicity campaign t extol the benefits of electricity i rural homes and farms.

In 1919, rural electrification wa still in its infancy. The technologic uses of electricity in farming oper tions were relatively undeveloped an its use in the farm home was regarde as a luxury. By the same token th electrical industry focused on th

urban market, where profits were greater. Rural consumption was too low in the industry's opinion to warrant construction of the lines in the sparsely settled countryside. And for that reason the industry charged higher rural rates, about 9 to 10 cents per kilowatt-hour as compared with 4 to 5 cents per kilowatt-hour in cities.

To obtain service, farmers had to pay the construction costs or make a sizable down payment on them. The farmers' lack of experience with electricity discouraged demand, so that the result was a cycle of expense for both parties. To increase consumption and make rural service profitable to the state's power companies, Branson saw public education as the first step. If farmers were more knowledgeable about electrical energy, he reasoned, they would purchase appliances, consume more electricity and entice power companies to serve the rural market.

Publicity Campaign Launched To Inspire Farmer's Support

By means of printed leaflets, films and field equipment, Branson directed a publicity campaign at the state's farmers. To promote publicity further, he relied on the university's weekly *News Letter*, which had unusual prestige and circulation for a publication of its type. Branson made certain that it went to well-known alumni, government leaders, businessmen and newspaper editors in North Carolina.

He employed W. C. Walke, an electrical engineer, to assist farmers in installing small gasoline generators, wiring their homes and showing them how to use electricity profitably. Branson hoped that little mountain communities with access to numerous rapidly flowing streams would build small hydropower plants.

Privately owned power companies operating in the state disliked Branson's program, particularly Walke's role in it and persuaded the legislature to discontinue the appropriation in 1921. Walke lost his job and Branson had to rely on the university to fund his publicity program. This was limited to use of the *News Letter*, but an important shift in his strategy occurred: Branson launched an attack on power companies and declared that "the only hope at present is for farmers to get their own systems, either individually or in cooperation" with one another.

To encourage the creation of rural electric cooperatives, Branson drew attention to one formed in Cleveland County in 1921 by a group of farmers, each subscribing to one share of stock at $100. The farmers worked together in erecting poles, extending lines, wiring their homes and arranging with a municipal power plant to supply the energy. (See box, page 19.)

The North Carolina press supported Branson, partly because he kept it informed of his progress. Newspapers reported the construction of new lines, they featured instructional material on the use of electricity and they publicized the services the university would provide to anyone interested in getting electricity on his premises.

One particularly strong advocate of rural electrification in North Carolina was Clarence Poe, editor of the popular and influential *Progressive Farmer*. Poe was more than a noted journalist and farm expert; his leadership in rural affairs of the Southeast was unsurpassed. He advised political leaders, led and participated in social and economic reforms from women's rights to rural mail delivery.

Poe took an interest in electrification when the 1920 census revealed that the southeastern states ranked last in the percentage of farms with energy supplied by a power company.

Like Branson, Poe at first refused to criticize the electrical industry. He

Continued on Page 16

Continued from Page 15

endorsed the Committee on the Relation of Electricity to Agriculture (CREA), established by the industry in 1923 to promote rural service.

Power Industry Forms Agency To Promote Rural Service

Recognizing the need for rural electrification, the National Electric Light Association had formed the CREA, hoping it would find a solution to the monumental barriers—financial, technical and educational—to rural electrification.

When the program was inaugurated, it was touted as the answer to rural electrification: "There will no longer be any controversy between the farmers and electric power companies," Poe predicted, because "the CREA will solve the problem as to how electricity can be extended to the farmer at the lowest possible cost."

The CREA failed in its mission. To begin with, it never dealt with costs, the real barrier to rural electrification. The CREA hoped to make farmers aware of the uses of electricity and to stimulate demand for service. As service and demand increased, the CREA anticipated that rural rates would fall, encouraging further demand and making rural electrification profitable for the power companies.

But farmers could not afford the rates, nor could they afford to invest large sums of cash in the cost of wiring their homes and purchasing enough appliances to build up their "load," or use energy.

Poe was among the first of the disillusioned to express a reversal of attitude. In 1924, he endorsed public financing of rural electrification. Americans, he advised, should note the progress made elsewhere through public power. He referred to the Hydro Electric Commission of Ontario, created in 1908, which had been extending rural service in Ontario, charging about 3 to 4 cents per kilowatt-hour.

Poe joined forces with Branson in directing attention to the need for rural electrification in North Carolina, but they were unable to do more than that. Electric companies, despite the growing pressure on them, showed no interest in the rural market.

Branson's campaign to establish cooperatives failed, owing to shortage of funds, lack of technical expertise by the farmer and the need for professional engineering management of the cooperatives. Unless a carefully planned program with special long-term financing and close supervision of the plants became available, cooperatives were not a viable solution. Full-scale public support was essential, but in the early decades of the twentieth century the political climate made such support unlikely.

The turning point in North Carolina and throughout the United States came with the Wall Street crash of 1929 and the economic depression of the 1930s. These events shattered the popular notion that private enterprise was the only agent qualified to promote the general welfare. Disclosures of pyramiding of utility companies and the fraudulent practices of utility industrialist Samuel Insull made the public particularly angry with the power industry.

Such revelations also intensified the resentment of those who were already unhappy with the industry's refusal to take interest in serving farms.

Support Grows For Government Role In Rural Electrification

The consequence of these events was a discernible acceptance of electrification as the rightful and legitimate responsibility of government.

Indicative of the interest in rural electrification in the Tar Heel state was the call by W. Kerr Scott, master of the State Grange, who in 1931 stated that rural service should be a top priority of the Grange.

In his presidential address, he predicted that rural service would "put North Carolina distinctly in the forefront of the southern states." Scott's successor, Earl S. Vanatta, continued to emphasize farm electrification as a goal of the Grange.

The subject became a political issue in 1932 when gubernatorial candidate J. C. B. Ehringhaus, sensing that the desire for electrical services would be transformed into votes, told the state meeting of the Grange at Lexington that North Carolina should give top priority to getting electricity into every rural home as a public works project. Throughout the campaign

Survey Prompts Governor To Appoint Study Committee

The results of the (1934) survey called to task the governor's promise for a rural electrification program in the state.

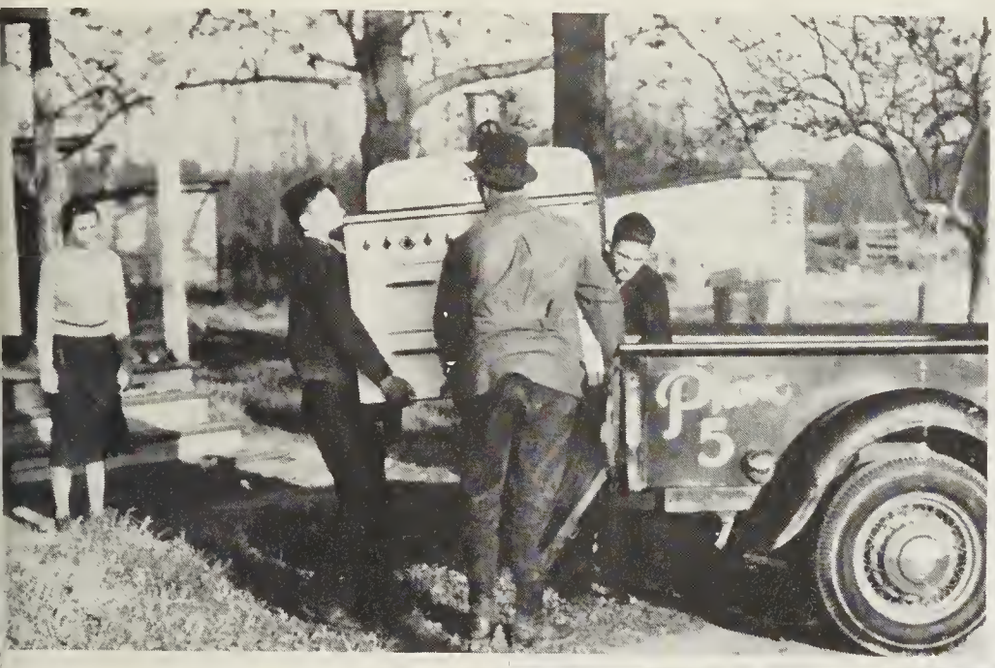
Consequently, Gov. Ehringhaus, after consulting with the State Grange and prominent farm leaders, appointed a committee of thirteen outstanding rural citizens already active in the rural life of the state to study the problem of bringing electricity to the unserved rural areas of the state.

The committee was composed of the following:

Dr. Clarence Poe, editor of *The Progressive Farmer*; E. S. Vanatta, master of the State Grange; W. Kerr Scott, past master of the State Grange; Dr. Jane S. McKimmon, state home demonstration leader; J. L. Horne, editor of the Rocky Mount *Telegram* and former president of the N.C. Press Association.

Also: E. B. Jeffress, former chairman of the State Highway and Public Works Commission, Greensboro. (Mr. Jeffress' sudden and protracted illness beginning early in August, 1934, made it impossible for him to serve on the committee.); S. T. Henry of Spruce Pine, a farmer and member of the Tennessee Valley Authority; Mrs. Gordon Reid of Rutherfordton, president of Home Demonstration Clubs.

Also: Dr. Howard W. Odum, director of the Institute for Research in Social Science, Chapel Hill; C. A. Sheffield, assistant director of extension work, N. C. State College; State Sen. Dudley Bagley of Moyock, farmer; J. Edward Tiddy of Red Springs, teacher of agriculture; Dean T. E. Browne of the School of Education, N. C. State College, acted as secretary for the committee.



ringhaus repeated his belief in an ivist government and advocated blic works as a means of stimulating ployment.

ov. Ehringhaus Calls atewide Conference

As soon as he took office in 1933 ringhaus acted, partly as the result pressure maintained by the rural erests. A delegation of the State ange visited him at the State pitol and his own advisers told n that electrification was upper-st in the minds of the farmers. Poe ed the governor to call immediately nference of the state's farm leaders egin plans for a statewide electrifi-ion program. Ehringhaus agreed.

Simultaneously, two related surveys nducted in North Carolina demon-ated the timeliness of a state pro-m: (1) the Rural Housing Survey sponsored by the Bureau of Home nomics of the U. S. Department Agriculture (USDA) and the Civil rks Administration and (2) a lim-l three-county survey of potential al electric market areas made by David S. Weaver of North Caro-State College in Raleigh and rge W. Kable of the USDA eau of Engineering.

The first study provided scientific firmation of the commonly known that rural housing in North olina was sub-standard and that it ed even the basic ingredients of dern living: running water, electric

lights, refrigeration and indoor bathrooms. More than anything else, electricity, according to the federal survey, would make the acquisition of these amenities possible . The second survey furnished technical and scientific evidence that rural areas could be supplied with electricity at reasonable costs.

Armed with these reports, the proponents of a state-sponsored program believed they had solid evidence of the feasibility of a plan that previously had been only a widened discussed idea.

But the General Assembly would not appropriate the funds needed to make a thorough and comprehensive survey of the whole state. Therefore, Ehringhaus turned to federal public works agencies for help.

After consulting with well-known University of North Carolina sociologist Howard Odum, Professor Weaver, Mrs. Annie L. O'Berry, administrator of the North Carolina Emergency Relief Administration (ERA) and Clarence Poe, the governor announced on May 31, 1934, the creation of a committee of thirteen to study rural electrification. Poe was named chairman. The ERA provided $25,000 to fund a survey of the state's potential rural electric market. (See box, page 16).

Continued on page 18

The task of the committee was twofold: (1) to make a statewide survey of the needs and possibilities for rural electrification and (2), with help from farmers, to map out plans for the construction of lines. Personnel for the survey came from the relief rolls of the ERA, which had a particular interest in rural electrification, having built two short lines as Civil Works Administration projects. It was also understood that the proposed project would provide work for the unemployed. Reaction to the idea was favorable.

Surveys were made of 677 communities, totaling 4,487 miles of line with 25,508 potential customers. The report showed that the number of rural residents per mile averaged 5.08 for the whole state, a fact of some consequence because three dwellings per mile were normally required to make rural service economically feasible.

The study reinforced the idea that electrification could be developed on a self-sufficiency basis and that the costs could be kept within the pocketbook of the farmer. At the same time the report set a figure of $25 million as the amount required to furnish electricity to only half the state. For the state of North Carolina that amount was staggering and the legislature emphatically refused to commit itself to such an expensive project.

Taking the only recourse available, Ehringhaus in November, 1934, addressed a letter to President Roosevelt, describing the survey in North Carolina and declaring that a statewide rural electric project "furnished a fine field" for public works.

First N.C. REA Named In 1936

On June 15, 1936, Gov. Ehringhaus appointed the following persons as members of the North Carolina Rural Electrification Authority:

Dr. Jane S. McKimmon, state home demonstration leader; W. Kerr Scott of Haw River, citizen farmer and past master of the State Grange; J. L. Horne Jr., editor of the *Rocky Mount Telegram*; George M. Stevens, Farmers Federation, Asheville.

Also: Dr. Samuel H. Hobbs Jr., chairman of the UNC Department of Rural Social Economics, Chapel Hill; State Sen. Dudley Bagley, a farmer from Moyock, who was elected chairman.

Most importantly, Ehringhaus tol Roosevelt, the program would "mak an outstanding contribution to th program of social services and upli which you are carrying on."

Though Roosevelt agreed that th project offered an opportunity t stimulate employment as well as chance to improve the quality rural life, he promised no funds.

Pressure For Federal Program Builds In FDR's Administration

Pressure within the Rooseve administration for a federal progra had been growing, for which Morr L. Cooke, later known as the "fath of the REA," was responsible. Sin January, 1933, Cooke had propos joint public-private plans or a who public program. Pressure had al come from the American Farm Bure Federation and the National Gran In his State of the Union message Jan., 1935, Roosevelt asked Congr to appropriate funds specifically rural electrification.

In the meantime, receiving no in cation of a favorable response fr Washington, the committee thirteen drafted a bill to create a st Rural Electrification Authority.

State Sen. Dudley Bagley Currituck County introduced measure in the General Assem and it passed in April, 1935. T North Carolina agency had no pow to set rates or order the constructi of lines. Its purpose was to prom rural electrification through the co dination of existing power compa facilities. It was empowered to ma investigations, negotiate with pow companies and the REA and to ass small communities trying to service. (See box)

Within a month after the st launched its agency, Congress sponded to Roosevelt's plea with appropriation of $100 million. May, 1935, the president created REA by executive order and nam Cooke the first administrator.

Establishment of agencies at federal and state levels did not, ho ever, lead immediately to a constr tion program. For one thing, Co procrastinated in working out a p by which the REA would actu

ovide farmers with power. He ›ped that individual power com- nies would use REA's funds to rve the rural market, but the power mpanies still showed no interest.

After the REA had been in opera- ›n for six months, Cooke reluctantly rned to cooperatives once he fully alized the industry's lack of interest. ›oke was determined, however, to oid dealing with state electric ›ncies such as the one in North rolina.

In his opinion, the agencies were rarly always captives of the respec- e utility companies operating in e state. When that happened the te agency would release informa- n to the power companies showing ›posed construction plans, allowing latter to build "spite lines" into proposed co-op's area of opera- ns. Spite lines greatly endangered ability of a cooperative to survive ›nomically.

n 1936, Cooke's staff conducted a vey of the fifteen state rural electric ncies then existing, including North rolina's, to determine their atti- les toward the federal REA. North rolina's agency was found to be of the most hostile.

Under North Carolina law, how- r, state-chartered membership porations had to function through their appropriate state agency, meaning that electric co-ops could receive no REA loans without approval by the state Rural Electrification Authority. Some of the first co-ops were established, nonetheless, independently of the N.C. REA because of Cooke's preference for not working through state agencies.

When the North Carolina attorney general ruled that these co-ops were subject to local property taxes and that the regularly chartered co-ops were exempt, the federal REA made arrangements to work through the N.C. REA. For more than two decades, one observer remarked in 1963, "the two authorities have worked in complete harmony."

In the evolution of rural electrification from Edison's invention of the incandescent bulb to the use of electricity on the farm, the single greatest development was the recognition that only government-sponsored programs would enable farmers to obtain service. North Carolina's progressive record in this respect must be regarded as a major contribution to the modernization of rural life.

Communities Organize To Install Power Lines

Although there was little centralized or disciplined action (toward rural electrifiction) in the 1920s, many individual farmers and rural homeowners (in North Carolina) installed small home plants to supply light and power for the home and surrounding buildings.

These attempts by rural individuals to electrify their homes indicated that the educational program of the early 1920s .... had succeeded in awakening the rural citizens to the benefits of electrification.

In addition to the activity of individual citizens, many communities undertook collective programs in order to bring electricity to their areas.

In Cleveland County during 1925, 90 miles of rural lines were built on the plan of community financing. Thirteen communities organized community stock companies to pay for the erection of a power line from the nearest power center to the community in question. Over 450 subscribers were secured during the first part of the campaign and the cost to each farmer was between $90 and $250, depending upon the length of the line and the number of people living on the line.

A similar community company was organized that year by the farmers of the Providence Road Community near Charlotte.

The plan of customer-financing of lines was initiated near New Bern. The city sold current to the Neuse River Electric Company, which in turn ran lines to Bridgeton, James City, Pollocksville, Trenton and Jacksonville. When there was a group of rural would-be customers along a line, they combined to purchase the equipment, the electric company charging a flat sum for the connection.

Another less satisfactory means of securing rural power lines was the assumption of responsibility by the power company, which undertook to build rural lines and expected the rates charged to bring in satisfactory returns. This was obviously highly impractical for both consumer and company.

However, a modified form of this plan was seen in the 72-mile line of the Tidewater Power Company running northeast from Wilmington to Mt. Olive and serving a rich agricultural territory. Here 20% of the cost was effected by local financing and the rest was borne by the power company. All of these plans were designed and operated to bring electricity to the farm and rural home, with a reasonable cost for rural consumers.

Regardless of the means used, the farmers and rural homeowners were awakened to the advantage of electrified homes, appliances and power and, more important, they were thinking and acting in terms of the realization of those advantages.

HANK'S GARDENING GUIDE

Sing a song of seasons;
Something bright in all;
Flowers in the summer;
Fires in the fall.
—*R. L. Stevenson, 1885*

With the heat of summer coming on, many outdoor gardening activities will be confined to early morning hours or to the cool of the evening. The longer evening hours made possible by daylight-saving time are a bonus to gardeners.

Summer Care of Houseplants

Many houseplants, such as geraniums and begonias, will appreciate summer days outdoors. If used on the patio or deck as pot plants or in hanging containers, remember to water them frequently. At times, they will require daily watering.

You may also bury pots in a cool spot in the garden to prevent them from drying out so rapidly.

Root Cuttings of Favorites

June is a good month to root cuttings of azaleas, camellias, hollies (particularly cornuta and Burford types) and many other broadleaf evergreen shrubs.

Take cuttings from healthy new growth that has begun to mature and harden. Cuttings should be 3 to 6 inches long. Remove leaves from the lower part (1/4 to 1/3) of the stem. Keep cuttings moist until they can be placed in a rooting media of 1/3 sand, 1/3 garden loam, 1/3 peat moss or compost.

Treating the base of cuttings with a root-inducing hormone often helps stimulate a quicker and stronger growth.

Extend Your Rose Show

Roses need not stop growing and blooming during the hot summer. They won't if you'll keep them fertilized, watered and free of insects and diseases.

A good deep mulch will aid the water situation. Fertilizing once a month with a complete fertilizer (8-8-8, 10-10-10) will help to keep new growth and flower buds coming.

Locate Shade Tree In Heat of Summer

The most important plant for contributing to indoor comfort is the shade tree. When properly placed, this tree helps in keeping the house cooler by casting shadows on the roof and walls.

A deciduous shade tree gives an umbrella from the summer sun and its bare branches allow the winter sun to help warm the building. Locate the tree now by using a long pole to determine where the tree shadows should fall to give the most shade to the building. Once this spot is located, mark it by driving a stake in the ground. You'll know just where to dig the hole for planting the shade tree this fall or winter.

In most cases, large-growing shade trees need to be 30 to 40 feet from the walls and roof of the building. Smaller-scale trees may be 15 to 20 feet from the building.

Plant For Color

Now's the time to set out young plants or seeds for late summer bloom. Young plants or seedlings will "come out" and "grow off" to take the place of early flowers as they stop blooming.

The best stand-by for late summer is zinnia. This flower comes in many sizes, shapes, forms and colors.

Another hardy annual is the sunflower. It comes in single or doub forms. Another similar plant is t Mexican sunflower or Tithonia, whi grows tall and is a good backgrou or fence plant. The yellow cone flow is colorful and once started, it com back each year.

Other suggestions to suppleme color from your fall mums and dahl are: ornamental peppers, celos marigolds, gaillardia, salvia (red sag periwinkle, globe amaranth a portulaca.

Summer geraniums, hibiscus a copper plant (acalypha) will add col until cold weather, when you'll wa to dig and move them for wint protection.

Acid-forming Mulch

Plants that prefer to grow in acid soil prefer a mulch of wet p moss, half-rotted oak leaves or a m ture of the two. This includes o popular azaleas, camellias a rhododendrons.

Summer Poinsettia Care

Your poinsettia houseplant shou be planted outdoors, clay pot and a Dig a hole slightly deeper and wic than the pot. Use good garden soil fill beneath and around the clay p as it is planted. A sunny flower borc or the vegetable garden is a go location.

Mum Cuttings

This is the last call for taki cuttings of chrysanthemums to rc for outdoor color in the fall.

Take 4- to 6-inch tip cuttin This avoids getting some of t woody growth and possible dise organisms.

Place the cuttings in moist rooti medium. Within two or three wee they should be sufficiently rooted plant in their permanent beds.

—*Hank Sm*

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"Times Past"

"Times Past," the image that was featured on the cover of *Carolina Country's* May issue, is being offered as a signed and numbered limited edition print to mark this year's 50th Anniversary of the rural electrification program.

The original painting was done by Allen Montague of Raleigh under a commission by the North Carolina Association of Electric Cooperatives as part of its anniversary observance.

Montague, a "Lifetime Artist" with Ducks Unlimited, has his work catalogued by Southeby Park-Benet, the internationally known art auction house. Another of his paintings was featured on the *Carolina Country* cover last August.

The print features an image area of 22″ by 16″ plus the border.

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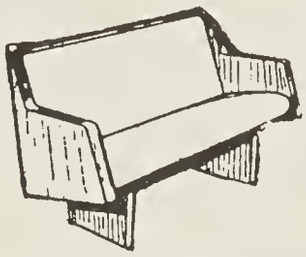

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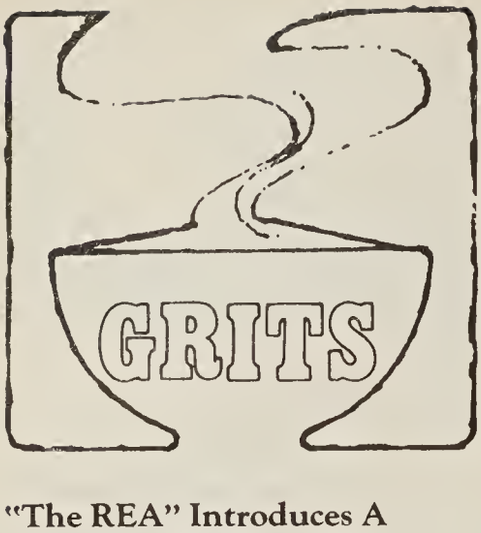

"The REA" Introduces A Generation To Electricity: Tales From the Lighter Side

The occasion of the rural electric program's 50th Anniversary, which we've marked with a special two-part series concluding in this issue, has stirred many memories among rural people who vividly recall "the night the lights came on."

The stories they've told of that exciting milestone in their lives—and other related incidents during the early years of "the REA"—have often been amusing anecdotes.

Many of these "lighter side" stories illustrate just how mysterious and misunderstood was this thing called electricity to folks who'd never enjoyed its benefits. Others dramatize how grateful that generation was to finally have those benefits brought into their country homes.

Here are just a few of these tales, as they've been passed along to us from various sources, including the National Rural Electric Cooperative Association:

• A farmer in Ashe County, where a primary transmission line had gone through, was watching two men set poles for a secondary line to his house.

He stepped out and asked the men what they were doing. After they told him, he stepped up another pace or two and said, "How much you going to have on that line?"

One of the men said, "110 volts, I think."

"I don't believe you'll have enough to go around," the farmer responded.

• For some, no obstacle was too great to "get the REA." A Georgia farmer was told he couldn't get power because his farm "was too far from the line." A few days later he returned to the co-op office, waving his $5 membership fee. "I moved my house," he explained in triumph.

• At a new general store, the storekeeper boasted of his new electric light for a month before discovering it was only the night light over his cash register. When a co-op employee showed him how to turn on the rest of the lights, he was speechless with amazement.

'Carl, come here and hang on to this'

• A Kentucky farmer recalled:

"I'll never forget that day—it was late on a November afternoon, just before dark. All we had was wires hanging down from the ceiling in every room, with bare bulbs on the end. Dad turned on the one in the kitchen first and he just stood there, holding onto the pull chain.

"He said to me, Carl, come here and hang onto this so I can turn on the light in the sitting room.' I knew he didn't have to do that and I told him to stop holding it, that it would stay on.

"He finally let go and then looked kind of foolish."

• A North Carolina farm wife recalled the first time she used her new electric iron. She plugged it in, patiently waited until it was properly hot, then unplugged it and ironed away until it was time to plug it in to reheat it.

• Said a Wyoming bachelor who got REA power on his farm in 1946: "REA takes the place of a wife. At least I think it would be easier to get along without a wife than it would be without REA."

• A neighbor was visiting another whose refrigerator wasn't working. She surveyed the situation and noted that the cord ran from the top of the machine down to the floor outlet.

"Here's the problem," the neighbor announced.

"The power has to run up hill."

They rigged an extension cord from the ceiling socket and plugged in the refrigerator, taking care that the cord was downhill all the way. It worked.

• Celebrating the energization of new lines in varieties of "mock" ceremonies was popular all over the country. At a crossroads community in Texas, the night the lines were energized, ranchers filed past a newly dug "grave" throwing their kerosene lamps into the pit as a sign of their deliverance.

At "mock" graveside services in Pennsylvania, the "obituary of the oil lamp" was read and a marker with a suitable epitah was erected on the spot.

In Kentucky, pallbearers lowered a lamp into a coffin while a choir and the "mourners" sang, "Let the Lower Lights Be Burning."

• Sometimes the idea of rural electrification met stiff opposition from local power companies. In some parts of the country, power company "truth squads" travelled the countryside telling folks that REA kilowatts were inferior. They said the REA kilowatts were triangular instead of oval like those of the power company and they wouldn't go through the wires as easily.

—*Owen Bishop*

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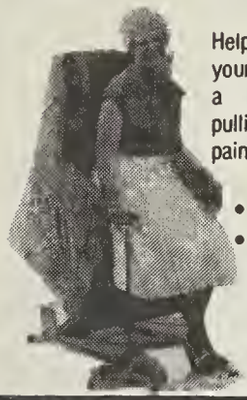

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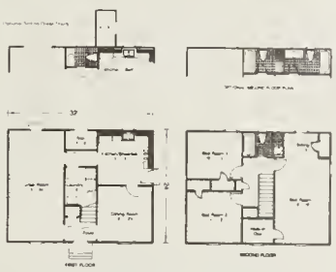

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